

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S28	51	(marketing or advertising) near (evaluat\$3 or assess\$4)	USPAT	OR	OFF	2005/06/01 14:21
L12	53	(marketing or advertising) near (evaluat\$3 or assess\$4)	USPAT	OR	OFF	2005/06/01 14:21
S12	97	((evaluat\$3 or assess\$4) with (advertis\$4 or market\$3) with (perform\$4)) and (cost or price)	USPAT	OR	OFF	2005/06/01 14:20
S3	39	705/10.cor. and marketing and performance	USPAT	OR	OFF	2005/06/01 14:20
L11	106	((evaluat\$3 or assess\$4) with (advertis\$4 or market\$3) with (perform\$4)) and (cost or price)	USPAT	OR	OFF	2005/06/01 14:20
L10	46	705/10.cor. and marketing and performance	USPAT	OR	OFF	2005/06/01 14:20
L9	60	((market\$ or advertis\$) near (effectiv\$ or perform\$ or evaluat\$ or assess\$)) with (chang\$ or updat\$ or modif\$)	USPAT	OR	OFF	2005/06/01 13:55
L8	654	(market\$ or advertis\$) with (effectiv\$ or perform\$ or evaluat\$ or assess\$) with (chang\$ or updat\$ or modif\$)	USPAT	OR	OFF	2005/06/01 13:55

JS-1-05

Ref	Items	Index-term
E1	0	*AU=MONAHAN, B
E2	2	AU=MONAHAN, B.D.
E3	9	AU=MONAHAN, BRIAN
E4	1	AU=MONAHAN, BRIAN C.
E5	49	AU=MONAHAN, BRIAN D.
E6	4	AU=MONAHAN, BY JULIE
E7	1	AU=MONAHAN, C.J.
E8	1	AU=MONAHAN, CARLYN J.
E9	1	AU=MONAHAN, CHRISTINE
E10	1	AU=MONAHAN, D.
E11	1	AU=MONAHAN, DAVID E.
E12	1	AU=MONAHAN, DIANE M

Enter P or PAGE for more

?

JS 6-1-05

T S1/3,K/ALL

1/3,K/1 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

04030916 SUPPLIER NUMBER: 08124249
Double duty: PC vendor forums.
Monahan, Brian
Online Today, v8, n11, p58(1)
Nov, 1989
ISSN: 0891-4672 LANGUAGE: ENGLISH RECORD TYPE: CITATION

Monahan, Brian

1/3,K/2 (Item 2 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

03441251 SUPPLIER NUMBER: 06165524
Investors' Forum equals difference between profit and loss.
(Business-Investing)
Monahan, Brian
Online Today, v7, n1, p45(1)
Jan, 1988
ISSN: 0891-4672 LANGUAGE: ENGLISH RECORD TYPE: ABSTRACT

Monahan, Brian

1/3,K/3 (Item 3 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

03341985 SUPPLIER NUMBER: 06327958
Microsoft Forum splits, multiplies service.
Monahan, Brian
Online Today, v7, n5, p19(1)
May, 1988
ISSN: 0891-4672 LANGUAGE: ENGLISH RECORD TYPE: ABSTRACT

Monahan, Brian

1/3,K/4 (Item 1 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

01912894 SUPPLIER NUMBER: 18105967
A network primer for educators. (Internet, network technology guidelines
for educators) (Internet
Cornish, Maria; Monahan, Brian
Educational Technology, v36, n2, p55(3)
March-April, 1996
ISSN: 0013-1962 LANGUAGE: English RECORD TYPE: Abstract

... Monahan, Brian

1/3,K/5 (Item 2 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

01486928 SUPPLIER NUMBER: 14352283

To teach or not to teach Logo: reflecting on Logo's use as a problem-solving tool. (Logo programming language)
Allocco, Lisa; Coffey, Joan; Dalton, Ann Marie; Dariano, Justine; Dioguardi, Joseph E.; Galterio, Linda; Monahan, Brian
Educational Technology, v32, n8, p23(5)
August, 1992

ISSN: 0013-1962 LANGUAGE: ENGLISH RECORD TYPE: ABSTRACT

... Monahan, Brian

1/3,K/6 (Item 3 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

01226653 SUPPLIER NUMBER: 06744561

Do you need a workstation?
Monahan, Brian ; Schofer, Stanley
Educational Technology, v28, n5, p53(4)
May, 1988

ISSN: 0013-1962 LANGUAGE: ENGLISH RECORD TYPE: ABSTRACT

Monahan, Brian ...

1/3,K/7 (Item 4 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

01220804 SUPPLIER NUMBER: 06165524

Investors' Forum equals difference between profit and loss.
(Business-Investing)
Monahan, Brian
Online Today, v7, n1, p45(1)
Jan, 1988

ISSN: 0891-4672 LANGUAGE: ENGLISH RECORD TYPE: ABSTRACT

Monahan, Brian

1/3,K/8 (Item 5 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

01218681 SUPPLIER NUMBER: 06327958

Microsoft Forum splits, multiplies service.
Monahan, Brian
Online Today, v7, n5, p19(1)
May, 1988

ISSN: 0891-4672 LANGUAGE: ENGLISH RECORD TYPE: ABSTRACT

Monahan, Brian

1/3,K/9 (Item 6 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

01215977 SUPPLIER NUMBER: 07329159

The role of mathematically formal methods in the development and assessment of safety-critical systems. (technical)
Froome, Peter; Monahan, Brian
Microprocessors and Microsystems, v12, n10, p539(8)

Dec, 1988

DOCUMENT TYPE: technical

ISSN: 0141-9331

LANGUAGE: ENGLISH

RECORD TYPE: ABSTRACT

... Monahan, Brian

?

T S2/3,K/ALL

2/3,K/1 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

01571329 SUPPLIER NUMBER: 02385215

Film can't upstage Broadway's 'Annie.' (letter)

Monahan, Brian C. ; Kohn, Max
Wall Street Journal , Wed ed, col 1, p29(W) p29(E)
July 21, 1982

CODEN: WSJOAF DOCUMENT TYPE: letter ISSN: 0193-2241

LANGUAGE: ENGLISH RECORD TYPE: CITATION

Monahan, Brian C ...
?

S E5 AND (MARKETING OR ADVERTISING OR ADVERTISEMENT)

49 AU=MONAHAN, BRIAN D.

6237788 MARKETING

2404716 ADVERTISING

81070 ADVERTISEMENT

S3 0 AU= 'MONAHAN, BRIAN D.' AND (MARKETING OR ADVERTISING OR
ADVERTISEMENT)

?

Set	Items	Description
S1	50221	((MARKET? OR ADVERTIS?) (3N) (EFFECTIV? OR PERFORM? OR EVALUAT? OR ASSESS? OR OPTIMIZ?)) (S) (CHANG? OR UPDAT? OR MODIF?)
S2	13544	((MARKETING OR ADVERTISING OR ADVERTISEMENT) (3N) (ANALYSIS OR ANALYZE OR EFFECTIV? OR PERFORM? OR EVALUAT? OR ASSESS? OR OPTIMIZ?)) (S) (CHANG? OR UPDAT? OR MODIF?)
S3	2739	((MARKETING OR ADVERTISING OR ADVERTISEMENT) (3N) (ANALYSIS OR ANALYZE OR EFFECTIV? OR PERFORM? OR EVALUAT? OR ASSESS? OR OPTIMIZ?)) (7N) (CHANG? OR UPDAT? OR MODIF?)
S4	170	((MARKETING OR ADVERTISING OR ADVERTISEMENT) (3N) (EFFECTIV? OR PERFORM?) (5N) (ANALYSIS OR ANALYZE OR EVALUAT? OR ASSESS? OR OPTIMIZ?)) (7N) (CHANG? OR UPDAT? OR MODIF?)
S5	126	S4 NOT PY>2001
S6	41	S5 AND (COST OR COSTS OR FINANCES OR FINANCE OR FINANCIAL) AND INTERNET
S7	(17)	RD S6 (unique items)
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JS
6-1-05

T S7/3,K/ALL

7/3,K/1 (Item 1 from file: 15)
 DIALOG(R) File 15:ABI/Inform(R)
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02526350 117543246

The impact of IT on marketing: an evaluation
 Brady, Mairead; Saren, Michael; Tzokas, Nikolaos
 Management Decision v37n10 PP: 758-767 1999
 ISSN: 0025-1747 JRNL CODE: MGD
 WORD COUNT: 5661

...TEXT: expectations are high and actual benefits are low (Hitt and Brynjolfsson, 1996), with many risks, **costs** and problems hindering the successful introduction and use of IT (Capon and Glazier, 1987; Drummond...

...et al., 1996; Remenyi et al., 1997). There are a plethora of techniques available including **financial** assessments, information economics, IT performance frameworks, multi-criteria models, portfolio methods, ratio methods, balanced scorecards and technology acceptance models. **Financial** assessments are by far the most popular technique (Willcocks et al., 1997), but suffer from the difficulty of isolating values for **costs** and benefits (Melody, 1997). The principal assumption underlying these models is that complete information exists...

...Hemingway, 1997). In practice, however, "quantification of benefits is uncertain and subjective, and quantification of **costs** is subject to accounting procedures" (Demkes, 1997, p. 184). It is often the intangible benefits...in the use of mainframes is evident, which may be explained by their considerably higher **costs** or by the fact that networks of computers perform essentially the same role as mainframes...

...with their customers. In addition, a significant percentage of companies make active use of the **Internet**. However, a number of other information technologies are not used to the same extent as...issue which has been addressed in the marketing research literature (Davenport, 1994; Drucker, 1994). The **Internet** was viewed primarily as an information source, as was the company's own Web site. This may be explained by the lack of e-commerce and trading over the **Internet** that has been highlighted in previous reports (Ellis, 1998; Brody, 1995). Finally, helplines are used...

...is a profound inter-relatedness between the three main problems (lack of training, lack of **finance** and the speed of change) which could centre on the rapid development of new and...suggest that researchers and managers should reconsider the ways they use IT, in order to **assess** and anticipate the future **marketing performance** of their firms.

As **marketing** is now operating in a **changed** and changing environment with a reliance on IT to practice marketing, this research has some interesting and...

...its nature will transform marketing practice.

Conclusions

Marketing needs to be looking beyond productivity and **cost** savings from IT to radically change how they practise marketing (Hitt and Brynjolfsson, 1996; Teng...Marketing Academy, Budapest University of Economic Science, Budapest, pp. 99-107.

3. Brody, H. (1995), " **Internet** @ crossroads", Technology Review, May/June, p. 7.

4. Brown, S., Bell, J. and Carson, D...

...No. 3, pp. 1-14.

11. Cronin, M.J. (1995), **Doing More Business on the Internet** - How the Electronic Highway is Transforming American Companies, Van Nostrand Reinhold, New York, NY.

12...

...management", Harvard Business Review, March-April, pp. 119-31.

14. Deans, K.R. (1997), "The **Internet** - the new strategic marketing tool? Some survey results", Proceedings of the Academy of Marketing 31st...

...No. 6, pp. 31-4.

25. Glaser, S. (1997), "The real world and virtual world", **Internet Research**, Vol. 7 No. 4, pp. 246-51.

26. Haeckel, S. (1985), in Buzzell, R...

...MA.

28. Hamilton (1995), quoted in Sterne, J. (1995), **World Wide Web Marketing** - Integrating the **Internet** into your Marketing Strategy, John Wiley and Sons, New York, NY.

29. Hammer, M. and...No. 3, pp. 19-26.

60. Sterne, J. (1995), **World Wide Web Marketing** - Integrating the **Internet** into your Marketing Strategy, John Wiley and Sons, New York, NY.

61. Teng, J., Grover...

7/3,K/2 (Item 2 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01911044 05-62036

Changes in the hotel industry's financial picture

Hennessey, Sean F

Real Estate Issues v24n2 PP: 30-35 Summer 1999

ISSN: 0146-0595 JRNL CODE: RET

WORD COUNT: 2374

Changes in the hotel industry's financial picture

...DESCRIPTORS: **Financial** performance

...ABSTRACT: in market fundamentals and changes in technology have had strong impacts on every property's **financial** statement. A primer is presented on some important areas for counselors to evaluate the performance...

...TEXT: changes suggest that counselors and other analysts should have a different approach to analyzing hotel **financial** statements than they did 10 years ago. The following comments will highlight a few of...

...The composition of revenue from the various food and beverage outlets will inform a proper **cost** analysis for this department.

(Table Omitted)

Captioned as: Table 1

A recent trend has been...

...a strong increase in connection charges as these road warriors log on to proprietary database, **Internet** , and e-mail services. Zero-plus telephone charges and room-to-room phone charges offer...

...hotel companies seek to improve the revenue from this department. By simply marking up the **cost** of parking for hotel guests as well as people attending banquets and meetings, hotels are...

...long-term consequences that need to be thoroughly evaluated.
Administrative and General

One change in **financial** statements has to do with the **costs** reclassified under the most recent edition of the Uniform System of Accounts for Hotels. Liability...

...include cutting back on training and bonuses. A savvy counselor will identify these items and **evaluate** their potential impact on future **performance** levels.

Marketing

The biggest area of **change** has been the growing **cost** of frequent guest programs. These loyalty programs have not been as powerful a tool in...

...revenue in the Smith Travel data, reporting differences distort what has generally been a rising **cost** .

An important value consideration with franchisors (and some management companies) concerns the issue of Product...

...expenses.
Energy

The deregulation of utility companies and increasing efficiencies for major equipment has facilitated **cost** controls in the energy department. However, since service **costs** are relatively fixed and there is no labor in this department, opportunities for gains are...

...cents of GOP. This demonstrates the high operating leverage of the hotel business: that it **costs** relatively little to rent each incremental room. In addition, hoteliers benefited from the demand-pull...reserve of two-to-four percent of total revenue was woefully insufficient. The real economic **cost** of replenishing furniture, fixtures, and equipment at a level that ensures ongoing competitiveness was found...

...just how far managers have been able to reduce payroll in the current market. Labor **costs** are certainly decreasing as a percentage of total revenue, amounting to 37.5 percent of...

...Table 2.

The upshot is that hotels that have not kept pace in reducing labor **costs** have been left behind in today's market. While new hotels are designed to be...

7/3,K/3 (Item 3 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
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01704173 03-55163

Better marketing through a principles-based model

Gombeski, William R Jr
 Marketing Health Services v18n3 PP: 43-48 Fall 1998
 ISSN: 1094-1304 JRNL CODE: JHC
 WORD COUNT: 2873

...TEXT: and creating visibility by walking the "floor" each day. The long-term outcome: Employee behavior **changes** that **optimize marketing effectiveness** .

BENEFITS DEVELOPMENT

A key principle of **marketing** is providing benefits to customers. Most marketers realize the importance of understanding customers' needs, desires ...generates a higher return on investment than does a mass-market approach. Segmentation reduces the **cost** of acquiring new customers and increases profitability by selling products and services your customers are ...

...products from competitors. Ways to achieve this include demonstrating technical quality, innovation, accessibility, service, low **cost** , or value. Marketers must constantly develop and communicate these attributes that positively set their products...

...other industries use, such as television, radio, and print mediums, new selling techniques, such as **Internet** forums, point-of-sale marketing, relationship marketing, and message cosponsoring with other organizations, are growing...

7/3,K/4 (Item 4 from file: 15)
 DIALOG(R)File 15:ABI/Inform(R)
 (c) 2005 ProQuest Info&Learning. All rts. reserv.

01568259 02-19248
Standards to deliver

Darby, Ian
 Marketing PP: 23-24 Jan 15, 1998
 ISSN: 0025-3650 JRNL CODE: MAR
 WORD COUNT: 1429

...ABSTRACT: changing. Organizers and exhibitors now try to integrate live activity with the rest of the **marketing** mix while accurately **evaluating** the **effectiveness** of their event **marketing** . The sea□change□is being driven by efforts within the industry to improve standards. There are now ways...

...TEXT: gone. Organisers and exhibitors now try to integrate live activity with the rest of the **marketing** mix while accurately **evaluating** the **effectiveness** of their event **marketing** .

This sea **change** is being driven by efforts within the industry to improve standards. There are now ways....s presentation.

However, there is no doubt that technology is adding something to live events. **Internet** registrations, CD-ROM presentations and interactive touch screens on stands all add to the flavour of an event.

At the higher end of the market, there are still **cost** issues surrounding the use of technology. For instance, a large-scale vidiwall, used by a client like Nokia, still **costs** 1100,000 when storage, hire and transportation expenses are taken into account.

Live wires

While...

7/3,K/5 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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08811534 Supplier Number: 76604987 (USE FORMAT 7 FOR FULLTEXT)
Engage Launches Only Fully Integrated Optimization Tool for Third Party Ad Serving.

Business Wire, p2498

July 18, 2001

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 630

... while allowing marketers to optimize their campaigns with a single click.

Available at no extra **cost** to current customers of the Engage AdKnowledge System, the new tool allows marketers to extract...

...the hours of implementation previously required to manually analyze and optimize a campaign across the **Internet** and simplifying the optimization process.

"Engage's Campaign Optimizer is a potential solution for one...

...you to make changes immediately represents a major step forward that could help advertisers reduce **costs** and improve results."

"The time saving benefits of this tool are invaluable to agencies like...

...interactive ad agency. "Our media team spends an inestimable amount of time analyzing and implementing **changes** to **optimize** online advertising campaigns. This functionality is both time- **effective** and **cost effective** for us."

"One of the most intriguing aspects of online marketing is its ability to...

...integrated into our third-party ad serving platform, enables marketers to take advantage of the **Internet** potential, helping to maximize performance on every site on which your advertisement runs."

About Engage...

7/3,K/6 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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08099484 Supplier Number: 67529651 (USE FORMAT 7 FOR FULLTEXT)
Orlando Convention & Visitors Bureau Chooses LeapSuite Marketing Communication Systems To Support Their Database.

Business Wire, p2357

Dec 4, 2000

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 735

... rely on LeapSuite to turn its extensive database into profitable business leads by utilizing its **Internet** -based marketing and advertising system.

Appropriately, MCS announced the contract at the National Center for ...

...our marketing efforts. We chose the LeapSuite Solution to help us better focus our proactive **marketing** efforts and campaign **analysis** in the most

cost effective manner."

An ASP-model, LeapSuite **changes** the way national advertisers and marketers do business by streamlining and simplifying the management of...
...control every step of the marketing-to-sales process from anywhere at anytime via the **Internet** .

The Orlando CVB will use LeapSuite to support its many campaigns aimed to educate consumers...

...they are here," Fuglaar says. "We chose LeapSuite because of its competitive history in providing **cost** comparative, effective marketing campaigns to large organizations who manage a lot of data. We are...

...and is tailored to meet each client's individual needs. LeapSuite is also the most **cost** efficient solution on the market today -- with complete technical set up and maintenance support, thus...

...marketing, targeted one-to-one marketing/advertising campaigns and Web-based direct marketing, MCS provides **Internet** -speed solutions to business marketers charged with executing coherent, multi-channel national ad and marketing...

7/3,K/7 (Item 3 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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07735528 Supplier Number: 64061303 (USE FORMAT 7 FOR FULLTEXT)

New Tools Power Personalization Push.(Product Announcement)

Koller, Lynn

Bank Technology News, v13, n8, p22

August, 2000

Language: English Record Type: Fulltext

Article Type: Product Announcement

Document Type: Magazine/Journal; Trade

Word Count: 1485

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

Electronic billing is a promising platform for delivering customized **financial** services.

... regular touch point a biller maintains with its customers. Managing that message is critical.

"The **Internet** bill then becomes the platform for improved customer care and targeted marketing," says Steve Schmitchel...

...very limited ability to leverage customer account data. In addition, the templates are difficult to **change** and **evaluating effectiveness** is difficult.

E-bill **marketing**

products vary significantly in functionality. Many

incorporate features like customer service representative access to historical...

...example of personalization is to present different levels of customers with messages commensurate with their **financial** value to the bank, greeting, for instance, high-income credit cardholders with "Welcome, Platinum Customer...

...them for their business.

Along with deciding what kind of messages to attach to bills, **financial** institutions must consider the best way to reach customers. For instance, even though bill detail...not without problems. Consumer privacy concerns have led legislators to closely review how companies, particularly

financial institutions, use data for targeted marketing, even with their own affiliates. Banks intending to sell...

...banks have given the industry a black eye with regard to privacy," says Eisenhower. "The **Financial** Services Modernization Act includes major privacy provisions, and many banks are working to figure out...

...expect a bank processing our checks or credit card payments to take our most sensitive **financial** information and share that information with others.

Under the Clinton-Gore plan, a **financial** firm will not be permitted to transfer individualized, personal spending habits (where we spend our ...

....n

Lynn Koller is a business writer in Ormond Beach, FL.

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PRODUCT NAMES: *7372461 (Banking, **Finance** & Investment Software);

7372682 (**Internet** Server Software)

INDUSTRY NAMES: BANK (Banking, **Finance** and Accounting); BUSN (Any type of business); CMPT (Computers and Office Automation)

TRADE NAMES: MarketWorkz (Banking/ **finance** /investment software); Market Direct 2.0 (Banking/ **finance** /investment software)

7/3,K/8 (Item 4 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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07502443 Supplier Number: 62987535 (USE FORMAT 7 FOR FULLTEXT)

Cotelligent Adds Unique Website Analysis Tool to its Suite Of Strategic Consulting Offerings.

PR Newswire, pNA

June 27, 2000

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 706

... today a strategic partnership with Maxamine, a pioneer of Web process, workflow and knowledge management **Internet** tools. The firm's innovative product, Maxamine Process Analyst(TM), can analyze, assess, and graphically...

...In all cases, Cotelligent seeks to provide clients with opportunities for improved operations, including reduced **cost** of operations, greater staff utilization, enhanced IT performance, and increased revenue.

Cotelligent will offer clients...

...can be used to analyze whether actual Web processes meet the metrics demanded within the **Internet** /Intranet medium, to evaluate and repair broken links and static or outdated information, to ensure that a site is **effectively** cross- **marketing** products and services, to assess traffic flow, track **changes** , and monitor online security features, and to finesse site content to complement a particular business...

...consultants.

About Maxamine Inc.

Maxamine is a pioneer of Web process, workflow and knowledge management **Internet** tools, enabling businesses to measure the effectiveness of their electronic commerce initiatives and assisting management...

...own or competitors' Web sites. Maxamine maintains an international blue chip client list from Banking & Finance, Insurance, Government, Construction, Mining, Advertising, Professional Services, Pharmaceuticals and Information Technology industries. By giving Web...

7/3,K/9 (Item 5 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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07440363 Supplier Number: 62583132 (USE FORMAT 7 FOR FULLTEXT)
BlueStreak.com Introduces Superior Targeting Technology; First Cookieless Targeting Solution Is Non-Intrusive To User Privacy.
Business Wire, p1071
June 8, 2000
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 963

... using advanced 'machine learning' technology we are able to leverage the marketing power of the Internet without invading the privacy of the individual," said Lutz Hamel, vice president of engineering at...

...whole," said Annette Tonti, president of BlueStreak.com. "Privacy is a major concern for all Internet users, but those of us who are working to improve online marketing don't want...

...BlueStreak.com customers are building brands, driving traffic, acquiring customers, and selling products across the Internet. Key innovations introduced by BlueStreak.com solve problems relating to intrusiveness, site acceptance and speed. The company's On-The-Fly System enables customers to create, modify, and optimize their online and email marketing faster and more cost effectively than competing offerings--minus the involvement of a technical team. Based in Newport, RI, the...

7/3,K/10 (Item 6 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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07305819 Supplier Number: 61938645 (USE FORMAT 7 FOR FULLTEXT)
BlueStreak.com Achieves Rich Media Milestone for Site Acceptance Among Portals; From AltaVista to Yahoo!, Top Internet Networks Now Welcome BlueStreak.com's Rich Media-Enabled Banner Ads.
Business Wire, p1552
May 8, 2000
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 519

...com Achieves Rich Media Milestone for Site Acceptance Among Portals; From AltaVista to Yahoo!, Top Internet Networks Now Welcome BlueStreak.com's Rich Media-Enabled Banner Ads.
... its rich media-enabled banner solution is now accepted on 15 of the top 20 Internet sites as ranked by MediaMetrix. This breakthrough comes with the recent acceptance of BlueStreak by...

...last week, Excite network is the most recent addition to the impressive list of top Internet portals that welcome banners created by BlueStreak.com's solution. The list includes: Lycos, AltaVista...
...BlueStreak.com customers are building brands, driving traffic, acquiring customers, and selling products across the Internet. Key innovations introduced by BlueStreak.com solve problems relating to intrusiveness, site acceptance and speed. The company's On-The-Fly System enables customers to

create, **modify** , and **optimize** their online and email marketing faster and more **cost effectively** than competing offerings--minus the involvement of a technical team. Based in Newport, RI, the...

7/3,K/11 (Item 7 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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07305314 Supplier Number: 61930693 (USE FORMAT 7 FOR FULLTEXT)

Bluestreak.com And Digitas Achieve Rich Media Milestone With Campaigns For AT&T.

Business Wire, pl384

May 8, 2000

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 806

... Ads in 15 Days

Bluestreak.com today announced that Digitas Inc. (NASDAQ: DTAS), a leading **Internet** professional services firm, has set a rich media milestone by creating a series of interactive...

...addresses any remaining industry concerns with rich media's alleged complexity and over-the-top **cost** , as BlueStreak.com's On-the-Fly solution continues to transform the way marketing is...

...www.bluestreak.com/showgallery.asp.

About Digitas

Digitas Inc. (www.digitas.com) is a leading **Internet** professional services firm that helps companies transform their businesses to meet the challenges and opportunities of the **Internet** economy. Digitas combines best of breed capabilities in integrated strategy, technology, creative and marketing solutions to help Fortune 100 and other blue chip companies leverage their existing assets and the **Internet** to build customer value and gain competitive advantage. The company serves as strategic partner to ...

...BlueStreak.com customers are building brands, driving traffic, acquiring customers, and selling products across the **Internet** . Key innovations introduced by BlueStreak.com solve problems relating to intrusiveness, site acceptance and speed. The company's On-The-Fly System enables customers to create, **modify** , and **optimize** their online and email marketing faster and more **cost effectively** than competing offerings--minus the involvement of a technical team. Based in Newport, RI, the...

7/3,K/12 (Item 8 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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07230990 Supplier Number: 61570620 (USE FORMAT 7 FOR FULLTEXT)

BlueStreak.com Expands, Adding Sales and Business Development Staff in Four New Corporate Offices.

Business Wire, pl331

April 19, 2000

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 514

... and optimize in real-time rich media advertising and email marketing campaigns faster and more **cost effectively** than competing offerings--minus the involvement of a technical team.

In one year, BlueStreak...

...BlueStreak.com customers are building brands, driving traffic, acquiring customers, and selling products across the **Internet** . Key innovations introduced by BlueStreak.com solve problems relating to intrusiveness, site acceptance and speed. The company's On-The-Fly System enables customers to create, **modify** , and **optimize** their online and email marketing faster and more **cost effectively** than competing offerings--minus the involvement of a technical team. Based in Newport, RI, the...

7/3,K/13 (Item 9 from file: 16)
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07165182 Supplier Number: 61230664 (USE FORMAT 7 FOR FULLTEXT)
BlueStreak.com and K2 Design Partnership Gets Strong Results for PersonalWealth.com.
Business Wire, p1261
April 4, 2000
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 671

... communications company, has significantly increased registration to Standard & Poor's PersonalWealth (www.personalwealth.com) online **financial** service using EBanner, BlueStreak.com's rich media-enabled merchandising banner solution.

The campaign, which...

...It has achieved a 30 percent rate of registration for PersonalWealth.com, resulting in a **cost** -per-registration that was 75 percent less than other media. In contrast, a parallel campaign...

...PersonalWealth.com. At the same time, one of their business goals was to decrease the **cost** -per-registration," comments Jeff Hinz, K2 Design's Media Director. "We understood that the key...

...for Personal Wealth, said: "Attracting and retaining customers in the increasingly competitive world of online **finance** is a challenge. K2 Design's banner campaign has proven to be an excellent means of attracting new users at highly competitive acquisition **costs** "

K2 Design's banner for PersonalWealth.com can be viewed along with other examples of...

...BlueStreak.com customers are building brands, driving traffic, acquiring customers, and selling products across the **Internet** . Key innovations introduced by BlueStreak.com solve problems relating to intrusiveness, site acceptance and speed. The company's On-The-Fly System enables customers to create, **modify** , and **optimize** their online and email marketing faster and more **cost effectively** than competing offerings--minus the involvement of a technical team. Based in Newport, RI, the...

7/3,K/14 (Item 10 from file: 16)
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07074048 Supplier Number: 59621112 (USE FORMAT 7 FOR FULLTEXT)
Responsys.com and BlueStreak.com Partner to Provide Rich Media Permission Marketing Email Campaigns.
Business Wire, p1426
Feb 28, 2000
Language: English Record Type: Fulltext
Document Type: Newswire; Trade

Word Count: 823

... nbsp;;Responsys.com, a leading application service provider (ASP) for permission marketing on the **Internet** , and BlueStreak.com, a leading rich media marketing solutions provider, today announced a co-marketing...

...nbsp;;;The Responsys.com solution leverages the intrinsic interactive nature of the **Internet** to allow e-businesses to establish ongoing relationships with customers and increase repeat sales using...

...is a Responsys Interact account and a web browser. The application is accessed via the **Internet** , 24 hours a day, seven days a week and provides a complete closed-loop permission...

...BlueStreak.com customers are building brands, driving traffic, acquiring customers, and selling products across the **Internet** . Key innovations introduced by BlueStreak.com solve problems relating to intrusiveness, site acceptance and speed. The company's On-The-Fly System enables customers to create, **modify** , and **optimize** their online and email marketing faster and more **cost effectively** than competing offerings--minus the involvement of a technical team. Based in Newport, RI, the...

...com is an application service provider with the leading platform for permission marketing on the **Internet** . Responsys.com's easy-to-use hosted solution empowers marketers to use targeted, dynamically personalized email to acquire new customers, build loyalty with existing customers, and increase sales on the **Internet** . Over 70 customers, including Chipshot.com, Giga Information Group, Lands' End, MotherNature.com, Network Associates...

...by top-tier investors including Accel Partners, Foundation Capital, Redpoint Ventures and executives from leading **Internet** companies. For more information, visit <http://www.responsys.com>, e-mail info@responsys.com, or...

7/3,K/15 (Item 11 from file: 16)
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07073053 Supplier Number: 59611428 (USE FORMAT 7 FOR FULLTEXT)
Top Hasbro Interactive and Adsmart Executives Join BlueStreak.com Management Team.
Business Wire, p1412
Feb 23, 2000
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 626

... BlueStreak.com customers are building brands, driving traffic, acquiring customers, and selling products across the **Internet** . Key innovations introduced by BlueStreak.com solve problems relating to intrusiveness, site acceptance and speed. The company's On-The-Fly System enables customers to create, **modify** , and **optimize** their online and email **marketing** faster and more **cost effectively** than competing offerings--minus the involvement of a technical team. Based in Newport, RI, the...

7/3,K/16 (Item 12 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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06852554 Supplier Number: 58049740 (USE FORMAT 7 FOR FULLTEXT)
Open Market Hosts Second Annual Analyst Day; Announces Shipment of First

Integrated E-Business Application Suite.

PR Newswire, p6357

Dec 7, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 963

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

BURLINGTON, Mass., Dec. 7 /PRNewswire/ -- Open Market, Inc. (Nasdaq: OMKT), the market share leader in **Internet** commerce software, today announced the immediate availability of its first integrated e-business application suite (code-named Project Golden Gate) at a gathering of key **financial** analysts, investors, and leading software industry analysts. Open Market is also announcing a new .com...

... e-marketing initiative that will provide customers with the ability to create, execute and manage **marketing** campaigns, conduct merchandising activities, **analyze** and **assesses** promotion□performance□ , and track individual and group behavior **changes** over time.

This year's Analyst Day is being attended by leading investors and **financial** and industry analysts from firms such as SunTrust Equitable Securities, HC Wainwright, NB Montgomery, Paine...

...order management system, leverages an enhanced IPS/Transact Integration Module, which is available at no **cost** to Open Market customers. Combined, the suite offers businesses faster time to market for their...

...of carrier class servers, which will reach 30 countries and 97% of the world's **Internet** users by January of 2000.

Millipore is previewing its e-business site based on Open...

...Market

Founded in 1994, Open Market, Inc. (Nasdaq: OMKT) is the market-share leader in **Internet** commerce software with more than 30,000 merchant licenses sold worldwide. Open Market offers an...

...Market's products enable companies to build dynamic, personalised, revenue generating Web sites that are **cost** effective, easy to manage and quickly adapt to changing business requirements. Among Open Market's...

...s ability to integrate FutureTense in its operations, delays in product development, development of the **Internet** market, changes in product pricing policies, competitive pressures, and the risk factors detailed from time...

7/3,K/17 (Item 13 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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04613707 Supplier Number: 46786543 (USE FORMAT 7 FOR FULLTEXT)

TAP-Air Portugal acquires latest release of Unisys Airline Revenue Enhancement system -- State-of-the-Art UNIX-based system designed to improve TAP profitability.

Business Wire, p10091112

Oct 9, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 687

... the booking process through the initial allocations, to flight management and reallocation, to post departure **analysis** .

It helps measure the **effectiveness** of **marketing changes** , alerts management to unusual booking or operating conditions and helps to identify

and evaluate booking...

...trademarks of their respective holders.

CONTACT: Unisys Corp., Blue Bell
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or
Copithorne & Bellows
Elissa McCrary, 770/392-8617
Internet : elissa.mccrary@cbpr.com

EVENT NAMES: *460 (Use of materials & supplies); 250 (Financial
management); 610 (Contracts & orders received)

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